



# EPA's Green Power Community Campaigns

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# EPA Green Power Communities

- A new initiative that challenges communities to buy green power in an amount that collectively meets the EPA Green Power Partnership's benchmarks
- Intended to motivate collective action of a community's local government, businesses, and citizens to meet or exceed the EPA's minimum purchasing benchmarks



# EPA's Community Requirements

- Local government must be a Green Power Partner
- Local government (or its designee) must initiate and support campaign
- Local government (or its local utility) must provide data on benchmark and campaign progress
  - Will likely collaborate with utilities for this information



# EPA's Purchasing Benchmarks

Community-wide Electricity Use	Green Power Minimum Requirement
If the Community's annual electricity use is...	The aggregated green power purchases should exceed ...
Over 100,000 MWh	2%
100,000 – 10,000 MWh	3%
Under 10,000 MWh	6%

Note: 100% of your minimum green power partnership requirement should be met with "new" renewable energy\*



# Marketer & Utility Benefits

- Campaign offers an important sales tool
  - Clear targets and rewards
  - Community purchases can equal size of large commercial purchases
  - Lowers acquisition costs for residential and small commercial
    - New sales pitch for large commercial that are community leaders
  - Can create friendly competition between two or more communities
- Enhances working relationships between localities, environmental groups and green power providers
- Localized market transformation opportunity
  - Campaign can leverage additional clean energy activities



# EPA Green Power Communities

## Green Power Communities

- Corvallis, Oregon
- Boulder, Colorado
- Moab, Utah
- Palo Alto, California
- Park City, Utah
- Salem, Oregon

## Who's Next...

- Ann Arbor, Michigan
- Austin, Texas
- Bellingham, Washington
- Hood River & Bend, Oregon
- Lawrence, Kansas
- Newton, Massachusetts





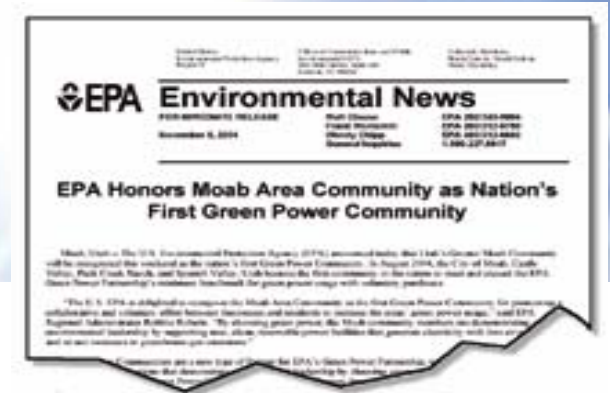
# The First Campaign in Moab, Utah

- Utah Clean Energy & Western Resource Advocates approached Moab to buy wind power for town gov't in 2001
  - The town gov't joined EPA in 2002 (received a 2003 award)
- PacifiCorp then challenged Moab, SLC & Park City to exceed a 5% participation rate
  - Exceeded 5% and 10% utility challenges
- Moab asked EPA if community could join EPA in 2004
  - EPA granted Moab's request and launched a new EPA effort
  - Moab community purchased green power for > 4% of electricity use, exceeding 2% purchase requirement



# How Moab Benefited

- EPA recognized community effort at the end of the campaign
- Three Salt Lake City TV stations covered the event on evening news
- EPA presented a street sign to highlight Moab's efforts





# Boulder Green Power Community

- “Boulder Wind Challenge” is a collaborative effort between the City of Boulder, Western Resource Advocates, and four providers
- Challenge resulted in 1,150 new wind power subscribers, which is over twice the initial goal of 500.

City of Boulder
Public Affairs Division


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Thursday, Nov. 3, 2005

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**City Web site:** [www.ci.boulder.co.us](http://www.ci.boulder.co.us)

**News Release**



**Boulder exceeds goals of Wind Challenge;  
Becomes Green Power Community**

The Boulder Wind Challenge ended on Oct. 31 with 1,150 new wind power subscribers, which is over twice the initial goal of 500. Challenge subscribers purchased almost sixteen million kilowatt-hours of renewable energy, which has the same environmental benefits as taking 2,440 cars off the road for a year and saving 92 acres of trees from deforestation. Due in part to the challenge's success, the Environmental Protection Agency (EPA) has designated Boulder a Green Power Community, the first community in Colorado to receive this designation.

"We're very proud of the Boulder community for showing their commitment to clean energy by exceeding the challenge goal," said Carolyn Weinreich, city of Boulder Office of Environmental Affairs. "Becoming a Green Power Community shows our environmental leadership."



BOULDER
WIND CHALLENGE

Three cheers for these wind-powered businesses. Please thank them for their commitment to using clean, renewable energy. The challenge signed-up over 1,150 new wind power purchasers!

14th Street Grill	The Green Shop	Pharmacia
8th and Pearl Antiques	Elephant Magazine	Peter Dottle
Active Endeavors	The Ecology Place	The Pottery Cuffs, LLC
All Terrain Frames	Eppl's Inn	Previder Computers
Alison Express and Party	etern	The Pulse
Alphagraphics	Fairfield Farm LLC	Calzaroni Sub on Anapahua and 95th
Art Cleaners	Padre's Martial Arts	Red Pepper Kitchen & Bath
Balentine Environmental Resources Inc.	Pat's Theatre	Rustic Fish House & Brewery
Blue Moon Gifts	The Frame Up	Ruby's Music
Buttrick Consulting	Prasad Food & Wine	Rocky Colorado
Bowling Bobs	Great Place Builders, Inc.	Rocky Mountain Institute of Yoga and
Boulder Army Store	Harvey H. Hine Architects	Ayurveda
Boulder Bookstore	Hopeworth Technology	Rocky Mountain Hospital Specialists
Boulder Lumber	Held Boulderado	Serendipity Spa
Boulder Map Gallery	Housing Matters	See Good / The Black Tie
Boulder Mountain Farms	Isabel Patis	Old Factor Sevens
Boulder Outdoor Hotel & Suites	Ironmonks	Stoney's Cafe
Boulder Shamatha Meditation Center	Joe's Beverage Company	Stoner Bar Printing
Boulder Sign Co.	Jeanne Michelle	Stylo Creative
Boulder Sports Recycle	Jones Drug and Camera	Smith Kline Gallery
Boundaries Corp.	Kama Cuisine	Sustainable Travel International
The Brewers Association	Keller Williams Green Agents	Tiber Apparel
Cafe Blue American Grill	The Kitchen Cafe	Taka
Cafe Conditio	La Sportive N.A. Incorporated	Tekens Media
Cafe Sima	La Pamp	Tenix Oxygen Bar
Canine's Sitewalk Cafe	Ludlow's Creative Cafe	Trail Ride
Captain Pickler Stamp	Master Goldsmiths	Troforia on Pearl
Center for Resource Conservation	McGuckin Hardware	Transler's Juice and Jars
Chakra	Moltonite Bed and Bath Co.	Wings Coffee Shop
Chickadee	The Mitten Patch	Whole Foods Market
City of Boulder Human Resources	Mosaic Architects	Wine Cafe
City of Boulder Housing and Human Services	Namaste Solar Electric, Inc.	WineMarket Cafe Express
Classic Facets	Natural Habitat Adventures	Word in Out Women's Bookstore
Classic Truck Construction	Nature Publishing Incorporated	
Cover Me Mine	Natural Design	
Cover O'Hair's	Old Chicago	
Covered Project	Organic Winery	
Crazy Amy's Consignment City	Page Two	
Dale Yaga	Patner Woodwork	
David Drive Services, Inc.	Patner Wood LLC	
Door to Door Organics	Pedestrian Shops	
Downbeat Boulder Inc.	PEH Architects	



SIGN UP TO BUY WINDPOWER AT [www.cogreenpower.org](http://www.cogreenpower.org)

Clean Green
COMMUNITY ENERGY
Xcel Energy
renewablechoice ENERGY

WESTERN RESOURCE ADVOCATES
Boulder
Boulder Green Power Partner

# Green Power Community Sign

- Highlights a successful campaign
  - Each Community receives two
  - Stickers with year will signify Community meets guidelines
  - Designed for outdoor display
- Other Recognition
  - Artwork for Community Banner



Oregon's Governor Kulongowski and EPA's Matt Clouse holding a Green Power Community sign



The U.S. Environmental Protection Agency congratulates Palo Alto for becoming California's first Green Power Community!



## GREEN POWER—ENERGIZING COMMUNITIES



# Steps for Community Campaigns

1. Community's local government joins Partnership
2. Local gov't gauges interest among stakeholders in becoming an EPA Green Power Community Partner
3. Local gov't finds a home for campaign within City Council, citizen group, utility or marketers, NGOs, etc.
4. Campaign works on establishing a green power goal
5. Mayor signs EPA partnership agreement on behalf of community, possibly with City Council Resolution
6. City designs and implements a campaign to increase the use of green power among residents and businesses
7. Determine schedule and activities in consultation with campaign
8. Capture the benefits



# Want to Know More?

- Basic Information
  - An overview of Green Power Community Campaigns is available on EPA's Web site  
<http://www.epa.gov/greenpower/pdf/GreenPowerCommunities.pdf>
- More Questions?
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